PRACTICAL LESSON

Lecture 17: Opportunities of Social Media Marketing

Platforms, Brand Awareness, Community Building, Paid Ads & Social Commerce | PhD., Elbek Khodjaniyazov | 90 min

Section	Activity	Time
Part 1	Platform Landscape & KPI Quiz	10 min
Part 2	Brand Awareness Strategy Workshop	15 min
Part 3	Paid Social Ad Design	20 min
Part 4	Social Commerce Case Study	20 min
Part 5	Content Mix & Analytics Planning	15 min
Part 6	Discussion & Reflection	10 min

Part 1: Platform Landscape & KPI Quiz (10 min)

Section A: Platform Statistics Recall

Fill in the correct platform name and statistic from the lecture:

Clue	Platform Name	MAU (Monthly Active Users)	Primary Use Case
Largest social network; brand pages, groups, ads			
Visual content platform; Stories, Reels			
Short-form video; strongest with Gen Z			
Video marketing, tutorials, long-form content			
B2B marketing and thought leadership			
Real-time updates and news discussion			

Section B: KPI Category Matching

Match each metric to its correct measurement category (Awareness / Engagement / Traffic / Conversion / Loyalty):

Metric	Category	Why This Category
Reach and Impressions		
Likes, Comments, Shares, and Saves		
Click-Through Rate (CTR)		
Conversion Rate and Cost Per Acquisition		
Follower Growth Rate		
Average engagement rate per post		
Bounce rate from social to website		
Return visitor rate		

Part 2: Brand Awareness Strategy Workshop (15 min)

Individual Task

The lecture identifies four brand-building tactics on social media: Consistent Visual Identity, Storytelling Content, Hashtag Strategy, and Influencer Collaborations. Apply all four to a real Uzbek brand.

Brand I am working with: _____ Their current Instagram/Telegram: _____

Tactic	What This Brand Currently Does (observe)	What You Would Change or Add	Specific Example Content to Create
Consistent Visual Identity			
Storytelling Content			
Hashtag Strategy			
Influencer Collaborations			

The 54% Stat — Apply It:

The lecture states 54% of consumers research brands on social media before buying. Design a social media 'trust-building' content sequence for a first-time visitor to your chosen brand's Instagram page. What should they see in the first 9 posts?

Post Position	Content Type	What It Communicates to Build Trust
Post 1 (most recent)		
Post 2		
Post 3		
Post 4		
Post 5		
Post 6		
Post 7		
Post 8		
Post 9 (oldest visible)		

Part 3: Paid Social Ad Design (20 min)

Group Activity (3–4 students)

SCENARIO: 'TasteUZ' is a new Uzbek food delivery app launching in Tashkent and Samarkand. They deliver from local restaurants within 45 minutes. App available on iOS and Android. Launch budget for paid social: 8,000,000 UZS ($670) for 30 days. Target: adults aged 18–45, urban areas.

1. Choose the best ad formats for TasteUZ from the lecture (Image Ads, Video Ads, Carousel Ads, Stories/Reels Ads, Lead Gen Ads). Design each chosen ad:

Ad Format	Platform	Target Audience Segment	Creative Concept	CTA Text	Budget (UZS)
TOTAL					8,000,000

2. Apply the lecture's targeting capabilities to TasteUZ. For each targeting type, write a specific audience definition:

Targeting Type	Specific Audience Definition for TasteUZ
Demographics (age, gender, location, language)	
Interests (hobbies, pages liked, behaviours)	
Custom Audiences (email lists, website visitors)	
Lookalike Audiences (similar to best customers)	
Retargeting (re-engage visitors who didn't convert)	

3. The lecture states video ads deliver 'up to 6x higher engagement, especially on mobile.' Write a 15-second video ad script for TasteUZ including scene description, voiceover, and text overlay:

Second	Visual / Scene	Voiceover	Text Overlay
0–3s			
3–8s			
8–13s			
13–15s			

Part 4: Social Commerce Case Study (20 min)

Individual Task

> Global social commerce sales reached $1.3 trillion in 2023 — projected to exceed $8 trillion by 2030. Uzbekistan's social commerce market is growing rapidly, primarily through Instagram and Telegram.

4. The lecture covers 4 social commerce platforms: Instagram Shopping, TikTok Shop, Pinterest Buyable Pins, and Facebook Marketplace. For each, assess its potential for a small Uzbek handmade jewellery business:

Platform	Potential in Uzbekistan (H/M/L)	Key Requirement to Use It	Biggest Opportunity	Biggest Challenge

Instagram Shopping			
TikTok Shop			
Pinterest Buyable Pins			
Facebook Marketplace			

5. Design a 'social commerce launch plan' for the handmade jewellery business using ONE platform you rated as High potential. Complete all fields:

Plan Element	Your Answer
Chosen platform and why	
Product presentation strategy (how to show jewellery)	
Pricing approach (what to show publicly vs. DM)	
First 30 days posting schedule (frequency and content mix)	
Community building tactic (to generate reviews and UGC)	
Success metric — what does 'working' look like after 30 days?	

6. The lecture defines Community Building as 'not a marketing strategy — it is the outcome of authentic, consistent engagement.' What does this mean for a small Uzbek artisan brand trying to grow from 200 to 2,000 followers organically? What are the 3 most important actions to take every week?

Action 1: _____
Action 2: _____
Action 3: _____

Part 5: Content Mix & Analytics Planning (15 min)

Apply the Strategic Framework

The lecture recommends a content pillar split: Educate 30% | Entertain 25% | Inspire 20% | Promote 15% | Engage 10%

Task 1: Content Calendar for TasteUZ (2 weeks, 4 posts per week = 8 posts)

Week	Post	Day	Pillar (E/En/I/P/Eng)	Content Idea	Format (video/image/story)
1	1	Mon			
1	2	Wed			
1	3	Fri			
1	4	Sun			
2	5	Mon			
2	6	Wed			
2	7	Fri			
2	8	Sun			

Task 2: Analytics Setup

Using the lecture's recommended tools and KPIs, design the analytics dashboard for TasteUZ after 30 days:

KPI	Tool to Measure It	Target for Month 1	What to Do If Below Target
Reach / Impressions			
Engagement Rate			
Click-Through Rate			
App Download Conversions			
Follower Growth Rate			

Part 6: Discussion & Reflection (10 min)

- The lecture opens with the statistic: 5B+ social media users, 8 hours average daily screen time, $230B social ad spend in 2024. What does this scale mean for a small Uzbek business with a 500,000 UZS monthly budget? Is the playing field ever truly level?

- 71% of consumers who have a positive social experience recommend the brand. But negative social experiences spread even faster. Name a brand (Uzbek or international) that had a social media crisis. How did they handle it, and what should Uzbek businesses learn from this?

- The strategic framework ends with 'Test, Learn & Scale.' Many Uzbek small business owners post once and give up if it doesn't go viral immediately. How would you change their mindset using the lecture's content pillar and analytics approach?

Key Concepts Summary

Concept	Core Idea	Key Statistic
Social Media Landscape	6 major platforms with distinct audience demographics	5B+ users globally; 8 hrs avg daily screen time
Brand Awareness Tactics	Visual identity, storytelling, hashtags, influencers	54% of consumers research brands on social before buying
Community Building	Authentic engagement converts followers to advocates	71% recommend brand after positive social experience
Paid Social Advertising	5 ad formats + 5 targeting types for precision reach	Video ads: up to 6x higher engagement on mobile
Social Commerce	Buying directly within social platforms	$1.3T in 2023, projected $8T+ by 2030
Content Mix	Educate 30%	Entertain 25%	Inspire 20%	Promote 15%	Engage 10%	Post 3-5x per week minimum; mobile-first always
Analytics Framework	DEFINE > CREATE > DISTRIBUTE > ENGAGE > MEASURE > OPTIMISE	Track Awareness, Engagement, Traffic, Conversion, Loyalty KPIs

Homework Assignment

Choose any Uzbek brand's Instagram or Telegram page with at least 5,000 followers. Spend 20 minutes auditing their last 12 posts. Analyse: (1) how closely their content matches the recommended pillar split (Educate 30% / Entertain 25% / Inspire 20% / Promote 15% / Engage 10%), (2) average engagement rate per post (likes + comments / followers x 100), (3) whether they use the 4 brand awareness tactics from the lecture, (4) one paid ad format you would add and why. Write 1 page. Due: next class.

Student Name: _____ Date: _____ Grade: _____